

POSITION DESCRIPTION COVER SHEET

REASON FOR THIS POSITION		
1. NEW <input checked="" type="checkbox"/>	2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER <input type="checkbox"/> NHQPAS11	3. REPLACES PD NUMBER


RECOMMENDED			
4. TITLE PUBLIC AFFAIRS SPECIALIST		5. PAY PLAN GS	6. SERIES 1035
8. WORKING TITLE (Optional) PUBLIC AFFAIRS SPECIALIST		7. GRADE 11	
		9. INCUMBENT (Optional)	

OFFICIAL						
10. TITLE PUBLIC AFFAIRS SPECIALIST						
11. PP GS	12. SERIES 1035	13. FUNC	14. GRADE 11	15. DATE Month Day Year		16. I/A <input type="checkbox"/> Yes <input type="checkbox"/> No
17. CLASSIFIER						

8. ORGANIZATIONAL STRUCTURE (Agency/Bureau)			
1st	Natural Resources Conservation Service		5th
2nd	State Conservationist		6th
3rd			7th
4th			8th

SUPERVISOR'S CERTIFICATION			
I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relationships and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or misleading statements may constitute violations of such statute or their implementing regulations.			
19. SUPERVISOR'S SIGNATURE		20. DATE	22. SECOND LEVEL SUPERVISOR'S SIGNATURE
21. SUPERVISOR'S NAME AND TITLE		24. SECOND LEVEL SUPERVISOR'S NAME AND TITLE	

FACTOR EVALUATION SYSTEM					
FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS
1. Knowledge Required	FL 1-7	1250	6. Personal Contacts	FL 6-3	60
2. Supervisory Controls	FL 2-4	450	7. Purpose of Contacts	FL 7-2	50
3. Guidelines	FL 3-3	275	8. Physical Demands	FL 8-2	5
4. Complexity	FL 4-4	225	9. Work Environment	FL 9-2	5
5. Scope and Effect	FL 5-4	225	TOTAL POINTS		2545
GRADE					GS 11

CLASSIFICATION CERTIFICATION	
I certify that this position has been classified as required by Title 5, US Code, in conformance with standards published by the OPM or, if no published standard applies directly, consistently with the most applicable published standards.	
29. SIGNATURE 	30. DATE 03/24/2008

31. NAME AND TITLE Darlene Locke, Human Resources Specialist, Employment and Classification Team, Washington, D.C.	
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32. REMARKS:	33. OPM CERTIFICATION NUMBER

**STANDARDS: OPM PCS PUBLIC AFFAIRS SERIES, GS-1035, JUL 81
FLSA - EXEMPT**

MASTER RECORD/INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA					
1. FUNCTION (1)	2. DEPT CD. /AGCY-BUR-CD. (4) AG 16	3. SON (4)	4. MR. NO. (6)	5. GRADE (2)	6. IP NO. (8)

B. MASTER RECORD											
1. PAY PLAN (2) GS		2. OCC. SERIES (4)		3. OCC. FUNC. CD. (2)		4. OFF. TITLE CD. (5)		5. OFFICIAL TITLE (38)			
6. HQ. FLD. CD. (1) 1 = HQ 2 = FLD		7. SUP. CD. (1) 1 = Sup. SGEG 3 = Mgr. SGEG 4 = Sup. CSRA		5 = Mgmt. CSRA 6 = Leader LGEG 8 = All Others		8. CLASS STD. CD. (1) X = New Standard Applied Blank = NA		9. INTERDIS. CD. (1) N = No Y = Interdis		10. DT CLASS (6) MO DAY YEAR	
11. EARLY RET. CD. (1) 1 = Primary 2 = Secondary		12. INACT/ACT (1) I = Inactive A = Active		13. DT. ABOL. (6) MO DAY YEAR		14. DT. INACT/REACT (6) MO DAY YEAR		15. AGENCY USE (10)			
16. INTERDISCIPLINARY SERIES (40) (4) Per Block											
17. INTERDISCIPLINARY TITLE CODE (50) (5) Per Block											

C. INDIVIDUAL POSITION																
1. FLSA CD. (1) E = Exempt N = Nonexempt			2. FIN. DIS. REQ. (1) 0 = None 1 = CD 219 2 = CD 220			3. POS. SCHED. (1) A = Sched A B = Sched B C = Sched C			4. POS. SENS. (1) 0 = Excepted but not A,B,C 1 = Noncritical 2 = Critical Sense			5. COMP. LEV. (4)				
6. WK. TITLE CODE (4)			7. WK. TITLE (38)													
8. ORG. STR. CODE (18) 1st 2nd 3rd 4th 5th 6th 7th 8th								9. VAC REV CODE (1) 0 = Position Action No Vacancy A = No Change B = Lower Grade C = Higher Grade D = Different title and/or series E = New Position/New FTE								
10. TARGET GD.		11. LANG. REQ. (2)		12. PROJ. DTY. IND. (1) Blank = NA Y = Yes		13. DUTY STATION (9) State (2) City (4) County (3)			14. BUS. CD. (4)		15. DT. LST. AUDIT (6) MO DAY YEAR		16. PAS. IND. (1) Blank=NA 1 = PAS		17. DATE EST. MO DAY YEAR	
18. GD. BASIS. IND (1) 1 = Rev. when vacant 2 = Impact of Person 3 = Sup./SGEG						7 = Equipment Devel. Guide 8 = Agency Use 9 = Agency Use ALPHAS = Agency Use			19. DT.REQ. REC. (6) MO DAY YEAR		20. NTE. DT. (6) MO DAY YEAR		21. POS.ST. BUD (1) Y = Perm N = Other			
22. MAIN. REV./CLASS.ACT. CD. (2) (1st Digit = Activity and 2nd Digit = Results)																
Normal Act 1 = Desk Audit 2 = Sup. Audit 3 = Paper Rev. 4 = PME/Activity Rev.					Maintenance Review Act 5 = Desk Audit 6 = Sup. Audit 7 = Paper Rev. 8 = Panel Rev.					Results 1 = No Action Req. 2 = Minor PD Change 3 = New PD Req. 4 = Title Change 5 = Series Change 6 = Pos. Upgrade 7 = Pos. Downgrade 8 = New Pos. 9 = Other						
23. DATE EMP. ASGN. (6) MO DAY YEAR			24. DATE ABOL. (6) MO DAY YEAR			25. INACT/ACT(1) I = Inact. A = Act.		26. DATE INACT/REACT (6) MO DAY YEAR		27. ACCTG. STAT. (4)		28. INT. ASGN. SER. (4)		29. AGENCY USE (8)		
30. CLASSIFIER'S SIGNATURE													31. DATE			
32. REMARKS																

STANDARD POSITION DESCRIPTION

Official Title: Public Affairs Specialist
Working Title: Public Affairs Specialist
Classification: GS-1035-11
Location: State Offices

Date: 03/24/2008
Classified By: NHQ
Number: NHQPAS11

Note: This is a standard position description and can not be modified without approval from the Human Resources Management Divisions, Employment & Classification Team.

INTRODUCTION

This position is located at the State Office or designated location within the state. The incumbent plans and carries out the information and public affairs program supporting agency activities in the assigned work area. Performs all duties in a manner that effectively promotes the image of the agency through professional appearance and conduct.

MAJOR DUTIES

1. State Information Program (50%)

- a. Develops and carries out public awareness campaigns. Develops materials using a variety of media including newspapers and magazines, radio and television, exhibits, visual aids, newsletters, and audio visual presentations.
- b. Analyzes employee information training needs for the areas served, and composes communication material for use in the internal information and training programs.
- c. Obtains photographs and videotapes of agency projects, agricultural methods, resource problems and conservation techniques throughout the areas served. Reviews photographs taken by field staff members for quality and composition for use in presentations, soil survey publications, and displays.
- d. Assists lead/state Public Affairs Specialist in planning and coordinating an effective public information program throughout the state. Works closely with program managers in providing information on the need for and progress of the Natural Resources Conservation Service (NRCS).
- e. Assists agency personnel with development of public involvement campaigns preparing information materials, and designing public meetings, workshops, etc.

2. Outreach (30%)

- a. Establishes and maintains effective professional relationships with local groups and with area representatives of media and conservation organizations concerned with agricultural and environmental issues. Incumbent organizes and coordinates print and broadcast media interviews with agency personnel, and oversees arrangements with the media involving agency activities; provides photographs and other materials as required. Identifies potential problems or areas of friction and advises supervisor. Working with the supervisor, develops campaigns for resolving them.

- b. Establishes an interchange of ideas and issues among agency personnel, local community leaders, civic groups, Soil and Water Conservation District representatives and other conservation interest groups to promote conservation objectives and avoid problems that might negatively impact agency's activities.
- c. Assists in the organization and coordination of public participation activities with appropriate staff for conservation activities and programs. Designs strategies and procedures to obtain input and opinions from a variety of audiences which are used for policy decisions.
- d. Assists conservation districts (CDs) and the State Conservation Commission (SCC) in their information efforts by developing news articles and feature stories relative to activities of these groups, and adapts these releases for use by available media outlets.
- e. Establishes and maintains contacts with news media representatives. Arranges for television or radio coverage concerning conservation and/or provides scripts to media for release.

3. Publications (20%)

- a. Maintains the imagery files and directory for the state. Selects images for filing, numbering, and distribution.
- b. Assist in maintaining centralized files, records, handbooks, other reference materials, and equipment for the information function of the state. Orders and maintains an inventory of information publications. Provides offices with publications based on requisitioning or special requests.
- c. Writes, assembles, edits, and reviews for inclusion in the State Newsletter, annual reports and annual state story/highlighting activities of the state for the state conservationist.
- d. Operates and maintains the SO library. Processes requests and maintains control records for orderly distribution and inventories to meet the needs of NRCS personnel, representatives of outside agencies, organizations, editors, and similar groups and individuals.

4. Equal Employment Opportunity and Civil Rights

- a. Provides leadership and guidance for the understanding and application of personnel rules and regulations as they apply to the Equal Employment Opportunity and Affirmative Employment Programs to ensure their integration into recruitment, hiring, promotion, training, career development (including varied work assignments, details, and special developmental assignments), separations, grievances and other personnel actions. Emphasizes meeting the objectives of equal opportunity and affirmative employment plans and requirements. Ensures that these functions are carried out without regard to race, color, national origin, religion, sex, age or physical or mental handicap.
- b. Provides leadership and guidance in the design, development, and maintenance of administrative procedures to assure that delivery of NRCS programs and services are carried out without regard to race, color, national origin, religion, sex, age, or handicap. Reviews the implementation of civil rights policies to determine that they are translated into appropriate actions consistent with annual plans of operation in all units under their supervision, as well as by recipients.

Performs other duties as assigned.

CONDITION OF EMPLOYMENT – Must possess and maintain a valid state motor Vehicle operator's license for the type of vehicle(s) operated to perform the duties of this position. This will require the operation of a motor vehicle on both public and private roads during daylight hours and occasionally after dark.

COMP LEVEL – (Designated by State)

EVALUATION FACTORS

1. KNOWLEDGE REQUIRED BY THE POSITION – LEVEL 1-7 (1250 POINTS)

- a. Knowledge of written and oral communication methods and techniques. Skill in applying this knowledge in directing a public affairs function and applying analytical techniques and interpersonal relations skills in determining the needs and desires of the agency's publics and in dealing effectively with those audiences.
- b. Skill in producing innovative written materials and in stimulating interest in activities, events and programs conducted or co-sponsored by the agency.
- c. Skill in establishing and maintaining professional and cooperative work relationships with representatives of the local and national media, local groups, community leaders, local Soil and Water Conservation Districts, and other conservation groups in obtaining cooperation in agency activities.
- d. Skill in oral presentation techniques, and ability to train others in conducting public involvement meetings, workshops, etc.

2. SUPERVISORY CONTROLS – LEVEL 2-4 (450 POINTS)

- a. The incumbent is under the supervision of the State Public Affairs Specialist/State Conservationist. The incumbent plans and carries out the various stages of a project, selecting and using communication methods and techniques as appropriate. Problems encountered with members of the news media or government officials or requests for questionable information are discussed with the supervisor.
- b. Completed work is reviewed for achievement of stated objectives and compliance with established policies and procedures. Liaison activities are evaluated for effectiveness and initiative in promoting program objectives and cooperation with target audiences.

3. GUIDELINES - LEVEL 3-3 (275 POINTS)

- a. The incumbent is provided with general guidelines applicable to the assignment. Guidelines are general in nature and include Federal, departmental and organization policies and regulations concerning the publication and dissemination of material.

b. The incumbent operates generally within the boundaries of the guidelines but must use judgment in making interpretations of organizational regulations in specific cases. Major substantive deviations are referred to the supervisor for approval.

4. COMPLEXITY - LEVEL 4-4 (225 POINTS)

a. Assignments involve developing public relations campaigns to standardize the process on involving the public in the agency activities, programs, etc., training and advising agency personnel responsible for conducting public involvement programs or campaigns in the techniques and methods for such programs; collecting, summarizing, and analyzing public comments on program issues; presenting recommendations to management concerning such issues based on public input; establishing and maintaining effective working relationships with local representatives, national broadcast and print representatives and individuals and groups from Texas' agricultural community.

b. The incumbent uses a variety of analytical techniques in defining the nature and interest of groups (i.e., farmers, ranchers, other landowners, civil groups, local Federal and State agencies, etc.) affected by agency programs and activities, and gathering and analyzing feedback in evaluating the effectiveness of the public affairs program. From this feedback, the incumbent makes appropriate recommendation on local program changes and statewide public affairs program changes.

c. The work requires using a variety of oral and written communication methods and techniques in presenting information about the agency and its activities to groups and individuals with varying levels of understanding and acceptance of agency's programs. The incumbent must develop communication tools to explain technical matters to audiences with no technical background, must translate soil science, agronomic, and engineering concepts to a level of understanding that various publics comprehend.

5. SCOPE AND EFFECT – LEVEL 5-4 (225 POINTS)

a. The purpose of the work is to increase public understanding and input on agency issues through the methods described in public participation plans developed by the incumbent and consultation provided to organization personnel on resolving participation problems. The incumbent develops complete communication plans and provisions for entire area to get conservation on the land and also develops communication plans for watershed projects, field office areas, or entire counties, as requested by supervisor.

b. The work contributes to the improvement of the organization's programs by increasing their responsiveness to public needs and the interests of landowners and other publics affected by these programs including minorities.

6. PERSONAL CONTACTS – LEVEL 6-3 (60 POINTS)

Contacts are with agency employees involved in a variety of technical and program activities, local, State and National print and broadcast representatives, State and local government officials, private organizations, citizen groups, minority groups and the education community. Nature of contacts is non-routine involving significant interchanges of data, information, and views.

7. PURPOSE OF CONTACTS – LEVEL 7-2 (50 POINTS)

Contacts are for collecting and disseminating information, advising target groups of organization's programs, objectives and project accomplishments, determining information interest of target public and maintaining effective work relationships with affected or interested groups.

8. PHYSICAL DEMANDS – LEVEL 8-1 (5 POINTS)

The work is primarily sedentary, but special physical demands required to do the work include carrying and operating heavy audio-visual equipment and packing and shipping of equipment and exhibits that are heavy. Travel to field offices is required.

9. WORK ENVIRONMENT FLD 9-1, 5 POINTS

The primary work environment is an office setting which involves everyday risks and discomforts and required normal safety precautions and visits.

Total Points = 2545 (Range 2355-2750) = Grade 11

FLSA Determination: Subject position is exempt in accordance with 5CFR 551.204.